

National Automobile Dealers Association (NADA) Enhances 2015 NADA/ATD Convention & Expo Planning Experience with a2z-powered myNADApplanner and Mobile App

a2z, Inc. partnered with the National Automobile Dealers Association (NADA) to bring myNADApplanner and the NADA 2015 mobile app to their exhibitors and attendees for the upcoming 2015 NADA Convention & Expo.

Columbia, MD ([PRWEB](#)) January 08, 2015 -- a2z, Inc., the Maryland-based provider of leading web and mobile solutions for expositions and conferences, partners with the National Automobile Dealers Association (NADA) for the sixth year in a row to bring a suite of solutions to their exhibitors and attendees for the upcoming [2015 NADA Convention & Expo](#). The annual event is the auto industry's largest marketplace of technology, products, and services and is planned for January 22-25, 2015 in San Francisco, CA.

[myNADApplanner](#) is an integral part of NADA's upcoming event allowing attendees to book appointments with exhibitors via the online matching and networking solution. myNADApplanner also provides exhibitors the opportunity to create an online eBooth to showcase their latest products and services to attendees before they travel to the event. In addition, each exhibitor is matched with registered attendees who indicate interest in the product categories associated with their profile. Exhibitors can directly connect with attendees via direct emails.

When attendees log in to myNADApplanner, they get access to various planning tools designed to make them more productive when onsite. Attendees can search for exhibitors by keywords and products, create a list of their favorite exhibitors, and directly contact these exhibitors to schedule onsite meetings. In addition, attendees can view and search the complete workshop and session schedule and choose the sessions they want to attend. Attendees can then build a personalized itinerary consisting of their favorite exhibitors, exhibitor meetings, and sessions.

The a2z-powered ChirpE Native Mobile App Solution syncs in real-time with myNADApplanner, providing attendees on-the-go access to all of the event information and their personal itineraries. The NADA mobile app is available for iOS and Android devices as well as all internet-enabled smart phones. Participants can [download and access the Mobile App here](#).

With the NADA mobile app attendees can:

- Search for exhibitors, products and sessions
- Quickly identify booths on the floor plan and view a route to their destination
- Tag their favorite exhibitors and request meetings
- Download session handouts and make personal notes as they attend each session
- Access and update their personalized itinerary

For more details and to register for the 2015 NADA Convention & Expo please visit <http://www.nadaconvention.org>.

About a2z

a2z, Inc. provides powerful web-based event management tools that grow your show by increasing and



accelerating booth sales, helping boost revenue, and enhancing engagement and value for everyone. a2z, Inc. powers more than 850 leading events every year. Our clients benefit from increased connectivity with their audience via an improved website for their attendees and exhibitors and both web-based and native mobile app solutions. To fulfill our goal of developing quality solutions that help save money and meet your needs, a2z offers three platforms as one integrated solution: Expo & Conference Management, Networking & Lead Management, and ChirpE Mobile - which includes our web-based and native mobile apps for smart phone and tablet devices.

<http://www.a2zinc.net>

About NADA

NADA has been the voice of the dealer since 1917. That's when 30 auto dealers traveled to the nation's capital to convince Congress not to impose a luxury tax on the automobile. They successfully argued that the automobile is a necessity of American life, not a luxury. From that experience was born the National Automobile Dealers Association. Today, NADA represents nearly 16,000 new car and truck dealers, with 32,500 franchises, both domestic and international.



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Online Web 2.0 Version

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